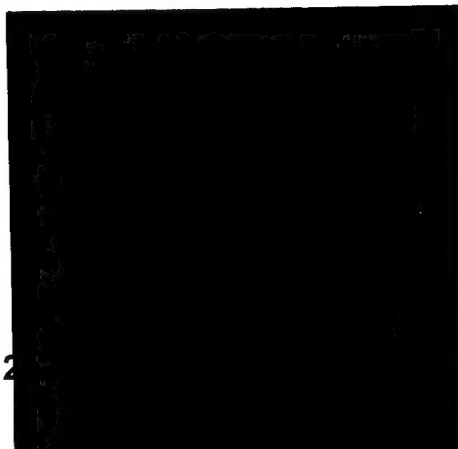
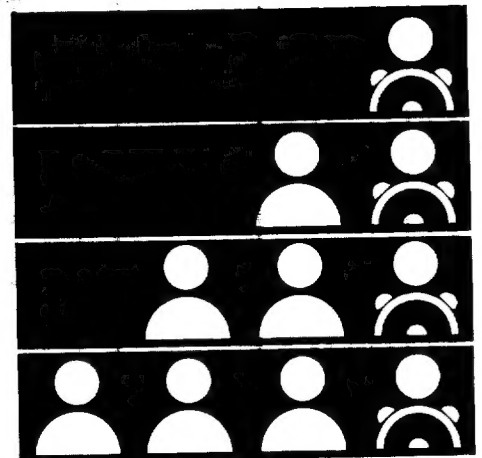
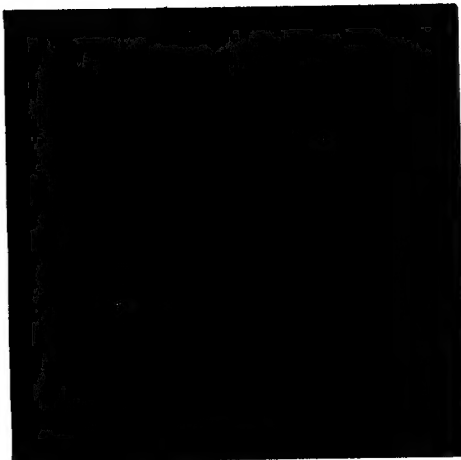


The White House  
Announces

# Initiatives in Energy Conservation through Ridesharing

October 25, 1979



President Carter today announced a series of new initiatives to conserve energy through ridesharing, including the expanded use of carpools, vanpools, and commuter buses and trains.

The energy savings potential of ridesharing is enormous. Over 50 million Americans drive alone to and from work each day. If each of these drivers would carry just one additional passenger, we could save 22.5 million gallons of gasoline per day.

Besides its great potential for conserving energy, ridesharing offers other important benefits. It relieves traffic and parking congestion, reduces air pollution, cuts down on personal transportation expenses, and increases personal mobility. Variable work hours can facilitate ridesharing and reduce tardiness. It offers a chance to relax in comfort and converse with friends and commuting employees. In the Los Angeles area, carpools and vanpools last year saved 2.3 million gallons of gasoline, reduced air pollutant emissions by 3 million pounds, saved poolers \$4 million, and cut vehicle miles traveled by 37 million.

Vanpooling is a form of ridesharing which is just beginning to reach its potential. The first employer-sponsored vanpool program was begun by the 3M Company in 1973. Since that time, 3M estimates that it has saved \$2.5 million from the reduced need for employee parking spaces and 1.6 million gallons of gasoline. Following this pioneering effort by the 3M Company, over 250 companies across the country now sponsor vanpooling programs. Many state and local governments are also making vanpooling a commuting option for their workforces.

In many vanpooling programs, vans are purchased by the company and operated by company employees. Other types of vanpools are becoming prevalent, including individual and third-party owned and operated systems. RIDES for Bay Area Commuters is an example of a rapidly growing third-party operation. Formed as a non-profit organization less than two years ago, RIDES now has 140 vanpools on the road with an average occupancy of 13.5 riders. A similar program in the Baltimore, Md. area called VANGO has put 160 vanpools on the road in less than two years.

Building upon these important efforts, President Carter is joining forces with the private sector and state and local governments to achieve the full potential of ridesharing and to capture the significant conservation and other benefits of this form of transportation. New steps being taken by the President to promote expanded ridesharing include:

- o Overcoming major institutional impediments by sponsorship of special efforts to develop a model state ride-sharing law (to help overcome state regulatory barriers to ridesharing in the 30 or more states which have not de-regulated vanpooling) and new insurance classifications for vanpools (to facilitate increased availability and affordability of insurance).
- o Mobilization of special efforts by the USDA Extension Service, the Economic Development Administration (Commerce), and the Community Services Administration to assist isolated, low-income residents in rural areas to organize and operate commuter ridesharing programs.
- o Making ridesharing an area of increased emphasis within the Department of Transportation, with continuing and/or new efforts to:
  - o administer and expand the Cities Ridesharing Demonstration Program;
  - o provide training and technical assistance to both public and private sector program operators;
  - o Institute a national ridesharing information clearinghouse (with a toll-free telephone number) in cooperation with the National Association of Vanpooling Operators and others;
  - o organize in cooperation with the National Task Force on Ridesharing regional conferences to promote ridesharing and explain/implement the initiatives announced herein; and
  - o seek passage of the Auto Use Management Program.
- o Showcasing several special efforts which exhibit new and/or on-going innovative efforts, including:
  - o a coordinated program in rural Coastal Georgia involving the Coastal Area Planning and Development Commission, the State DOT, two major defense installations (Fort Stewart and the Kings Bay Trident submarine facility), and several local employers to serve, over the next several years, more than 35,000 military personnel, their dependents, public employees, and approximately 15,000 employees of private enterprises; savings in excess of \$1,000 a year per employee are expected;

- ° a coordinated employer-based program in the Los Angeles area, (the Come Together Program) involving local governments, CALTRANS, federal agencies, transportation service operators from the private sector, and the Los Angeles Chamber of Commerce which utilizes Commuter Computer, Inc. to match potential ridesharers through direct personal contact at the worksite; this effort constitutes a major part of both a regional air quality plan and multi-modal transportation plan.
- ° an area-wide program (King County Commuter Pool) involving local governments, employers, retail businesses, and the Washington State Department of Transportation in the Seattle area which promotes carpooling, vanpooling, and buspooling through computer matching services, efforts to promote flexible working hours, parking management, and preferential access lanes for carpools, vanpools and buses.
- o Formation of a National Task Force on Ridesharing to work with Secretary of Transportation Neil Goldschmidt to:
  - ° encourage business and government leaders across the country to initiate and expand ridesharing programs;
  - ° assist in overcoming regulatory, financial, insurance, and other institutional barriers to carpooling and vanpooling;
  - ° advise on problems that need to be addressed through government action; and
  - ° provide a continuing dialogue between government and the private sector.

Members of National Task Force on Ridesharing

Tom Bradley, Chairman  
Mayor of Los Angeles  
Los Angeles, California

David J. Sherwood, President  
Prudential Insurance Company of  
America  
Newark, New Jersey

T. F. Bradshaw, President  
Atlantic Richfield Company  
Los Angeles, California

Thomas W. Bradshaw, Jr.  
Secretary of North Carolina  
Department of Transportation  
Raleigh, North Carolina

Roy M. Coughlin  
Staff Specialist for  
Environmental Affairs  
Southern New England Telephone Co.  
Hartford, Connecticut

Jack Derby  
Statewide Ridesharing Coordinator  
California Department of Transportation  
Sacramento, California

Richard H. Erickson, Manager of  
Safety, Health and Security  
Hallmark Cards, Inc.  
Kansas City, Missouri

Ella T. Grasso  
Governor of Connecticut  
Hartford, Connecticut

Ray Herzog, Chairman of the Board  
3M Company  
St. Paul, Minnesota

Robert D. Kilpatrick  
President and Chief Executive  
Officer  
Connecticut General Life  
Insurance Company  
Bloomfield, Connecticut

Jim Lowe, Manager of  
Employee Services  
IBM  
Armonk, New York

Dale W. Luehring  
General Manager, Golden Gate  
Bridge and Transit District  
San Rafael, California

John A. Mahony, Manager  
Office Services  
SmithKline Corporation  
Philadelphia, Pennsylvania

Louis R. Nickinello  
House of Representatives  
Boston, Massachusetts

Clarence Shallbetter  
Project Director  
Public Service Options, Inc.  
Minneapolis, Minnesota

Richard Somerville  
Transportation Program  
Manager  
Texas Medical Center  
Houston, Texas

Stan Stokey, Supervisor of  
Commuter Pooling Section  
Tennessee Valley Authority  
Knoxville, Tennessee

Jeannette Williams  
Councilman  
Seattle City Council  
Seattle, Washington

- o Setting a national goal of saving 400,000 barrels of oil per day by 1990 through ridesharing.
- o Support for new tax incentives and administrative clarifications, including:
  - o extension of the 10 percent investment tax credit to cover all vanpools operated as part of a trade or business;
  - o recognition of driver incentive mileage (limited personal use of a van by its driver) as a legitimate vanpooling use for the purpose of determining eligibility for the 10 percent tax credit;
  - o issuance of guidelines annually by IRS to clarify and simplify tax record-keeping requirements, and provide guidance on how to allocate all legitimate (fixed as well as operating) costs in cost-sharing arrangements.
- o Issuance of an Executive Order mandating aggressive efforts by federal agencies and installations to increase carpooling, vanpooling, and use of mass transit by federal employees.
- o Issuance by the Department of Energy of a proposed rule to assure bulk users sufficient gasoline to maintain operation of vanpools during periods of shortage, together with efforts by the Department of Energy to encourage the states to give priority consideration to the fuel requirements of vanpools and other high occupancy vehicles through the state set-aside programs.
- o Targeted use of a portion of the ten-year \$2.5 billion Department of Transportation proposed Auto Use Management Program for ridesharing programs and projects, including:
  - o construction of dedicated highway lanes for commuter and public transit vehicles;
  - o establishment of an interest-free loan program for the purchase of vans; and
  - o increase of the federal match from the normal 75 percent to 90 percent.